



Dear Friend,

They're nameless, voiceless, and helpless, but you can help end the suffering of the nearly one billion animals languishing in research labs by becoming a member of the National Anti-Vivisection Society (NAVS).

Joining NAVS is far more than writing a check to a nonprofit organization. It is becoming a partner in the fight to end cruelty to animals.

When you become a member of NAVS, you'll receive a number of free gifts that will empower you to make a difference and to make humane choices with your wallet:

- A free copy of *Personal Care for People Who Care*, our popular 200-page guide to humane shopping
- A year's subscription to our newsletter, the *Animal Action Report*
- A free copy of our special publication, *A New Perspective*, which provides an in-depth discussion of the scientific and ethical case against animal experimentation

As to how we fight for these helpless victims, here are just three of the ways we work to 'unlock the cages' and toss the practice of animal experimentation into the dustbin of history—the place it always belonged.

- 1. Ending the Use of Animals in Product Testing:** Our annual publication of *Personal Care for People Who Care* empowers consumers to support businesses that do not test their products on animals, while our advocacy efforts have convinced hundreds of consumer product companies to end animal experimentation.
- 2. Ending the Use of Animals in Education:** Our lending library (the largest free collection of educational alternatives to dissection) and our sponsorship of science fairs are just a few of the ways we're giving students humane alternatives to dissection and vivisection while teaching respect for all life.
- 3. Ending the Use of Animals in Scientific Research:** We debunk the conventional wisdom that animal testing helps human health (we're genetically too different) and simultaneously share cutting-edge breakthroughs in personalized medicine with leaders in science, business, law, and government.

Continued on back

If you are still wondering if you should become a member today, consider this:

In tough economic times like these, your membership is even more important. Like all other nonprofits, support tends to dry up when money is scarce, which threatens our advocacy and educational efforts.

But the torment inflicted on animals in labs doesn't stop during the ups and downs of the economy.

Compassion cries that we stop treating animals as test tubes with whiskers. Reason demands that we stop clinging to the misguided belief that experimenting on animals alleviates human suffering—for they are far too different from us to make meaningful scientific discoveries.

For all these reasons, we're hoping you'll become a member of NAVS today.

With NAVS earning a four-star rating from CharityNavigator.com, you can have complete confidence that your tax-deductible membership dollars will be used wisely and will make a difference in the lives of animals.

No matter your decision, we urge you to go to our website (www.navs.org) and register for our free e-mail alerts. Our e-blasts will tell you about significant scientific breakthroughs and alert you to important state and federal legislative updates that protect animals.

There are so many ways you can help—and becoming a member of NAVS is the most powerful one.

We can spread the message that animal experimentation is wasteful, barbaric, and useless. We can bring an end to the needless cruelty happening in labs across the country. Together, we can usher in a future of greater compassion, respect, and justice for all.

Thank you in advance for your generosity. We hope to prove worthy of your support.

Sincerely,



Peggy Cunniff
Executive Director

P.S. REMEMBER...even the suffering of one animal counts, and so does your individual gift to NAVS. Become a member today and be a part of our growing community of animal advocates!